

PRODUCTION & CREATIVE SERVICES COST ESTIMATE












CLIENT : PLDT Inc.
BRAND : Home
PROJECT : PLDT Home One Million Giveaway Promo
CE. NO. : PLDT-HOME-2024-0019
DATE : 13 May 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	VAT	COST IN PHP
I	CREATIVE DEVELOPMENT Concept Fee - Php 150,000 (1) Key Visual Ideation - Php 57,000	207,000.00	24,840.00	231,840.00
II	CREATIVE CASCADES (1) Social Card - 1080x1080 px - Php 14,000 (1) Banner FA -2.75x6.5 feet - Php 31,500 (1) Detailer FA - 18 x 24 inches - Php 31,500 (1) Carousel - 1080 x 1080 px - Php 56,000 (1) Animated Facebook Post - 1920 x 1080 px - Php 26,000 (1) Animated YouTube Video - 1080 x 1920 px - Php 26,000 (6) Stock photos from Shutterstock - Php 54,000 (1) Layered File - Php 25,000	264,000.00	31,680.00	295,680.00
III	DTI & ASC APPLICATIONS (1) DTI Sales Promotion application fee - Php 5,130.60 Honorarium fee, system verification and raffle draw for DTI application - Php 2,000 Management & processing of DTI application - Php 8,000 Advancing fee for DTI application - Php 1,069.59 (1) ASC special S1 and S2 application fee - Php 46,200 (2) ASC regular S1 and S2 application fee - Php 1,680 Management & processing of ASC application - Php 15,000 Advancing fee for ASC application - Php 7,182	86,262.19	10,351.46	96,613.65
IV	ACCOUNT MANAGEMENT AND CLIENT SERVICING FEE On items number I, II, III	111,452.44	13,374.29	124,826.73
	SUB TOTAL	668,714.63	80,245.76	748,960.38
	GRAND TOTAL	668,714.63	80,245.76	748,960.38

TERMS :

Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty five (45) days after the due date.

SUBMITTED BY:  Maxine K. Cruz Senior Account Manager	PREPARED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY:  Lalyn Morete Senior Finance Analyst	
NOTED BY:  Diane Chua Managing Director	NOTED BY:  Jennifer B. Wieneke Head of Business		
APPROVED BY:  Jester Javier Sr. Product Specialist, Home Acquisition Marketing	APPROVED BY:  Ruby Ann Gonzales AVP, Home Acquisition Marketing	APPROVED BY:  Marizel Borromeo Head, Home Marketing Admin & Logistics	APPROVED BY:  Patrick S. Tang FVP - Home Acquisition Marketing